

Claims

1. An edible product comprising a sweetening agent for masking a bitter, sour and/or astringent taste of the edible product, said product additionally comprising from 0.2 to 25 % by weight plant sterol ester for replacing part of the taste masking sweetening agent.
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2. An edible product comprising a sweetening agent and from 0.2 to 25 % by weight plant sterol ester, wherein the amount of sweetening agent is reduced as compared to a regular product.
3. The product according to claim 1 or 2, wherein the amount of plant sterol
10 ester in the product is from 0.5 to 15 % by weight, preferably from 1 to 10 % by weight.
4. The product according to any of claims 1 to 3, wherein the sweetening agent comprises a carbohydrate sweetening agent or a non-carbohydrate sweetening agent or a mixture thereof.
- 15 5. The product according to claim 4, wherein the amount of carbohydrate sweetening agent in the product is from 0.1 to 30 % by weight, preferably from 0.5 to 20 % by weight, more preferably from 1 to 10 % by weight and most preferably from 2 to 7 % by weight, and wherein the amount of non-carbohydrate sweetening agent in the product is from 0.00005 to 0.08 % by weight, preferably from 0.0003 to 0.05 % by weight, more preferably from 0.002 to 0.02 % by weight and most preferably from 0.01 to 0.02 % by weight.
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6. The product according to any one of claims 1 to 5, wherein the amount of sweetening agent is reduced by 5 to 99 % by weight, preferably by 10 to 75 % by weight, more preferably by 10 to 50 % by weight, and most preferably by 15 to
25 30 % by weight.
7. The product according to any one of claims 1 to 6, wherein the plant sterol ester is sterol fatty acid ester.
8. The product according to any one of claims 1 to 7, wherein the plant sterol ester is plant stanol fatty acid ester.
- 30 9. The product according to any one of claims 1 to 8, wherein the viscosity of the product is 0.001 to 2.0 Pas, preferably 0.002 to 1.5 Pas, more preferably

0.002 to 1.0 Pas, still more preferably 0.002 to 0.5 Pas and most preferably 0.004 to 0.5 Pas.

10. A cereal milk based drink comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight plant sterol ester and 0.5-8.0 % by weight, preferably 0.6-5.0 %

5 by weight carbohydrate sweetening agent.

11. A milk based cocoa drink comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight plant sterol ester and 0.2-8.0 % by weight, preferably 0.2-5.0 % by weight carbohydrate sweetening agent.

12. A milk based coffee drink comprising 0.2-7.0 % by weight, preferably 0.2-5.0 % by weight, more preferably 0.5-2.0 % by weight plant sterol ester and 0.1-6.5 % by weight, preferably 0.5-5.5 % by weight carbohydrate sweetening agent.

13. A soy milk based drink comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight plant sterol ester and 0.1-2.3 % by weight, preferably 0.2-2.0 % by weight, more preferably 0.3-1.2 % by weight carbohydrate sweetening agent.

15 14. A soy milk based drink comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight plant sterol ester and 0.00005-0.05 % by weight, preferably 0.0003-0.04 % by weight, more preferably 0.002-0.02 % by weight non-carbohydrate sweetening agent.

20 15. A soy based fruit and/or flavoured drink comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight plant sterol ester and 0.1-9.0 % by weight, preferably 0.2-7.0 % by weight, more preferably 0.5-5.0 % by weight carbohydrate sweetening agent.

25 16. A soy based fruit and/or flavoured drink comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight plant sterol ester and 0.00005-0.05 % by weight, preferably 0.0003-0.04 % by weight, more preferably 0.002-0.02 % by weight non-carbohydrate sweetening agent.

30 17. A soy based coffee or cocoa drink comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight, more preferably 0.5-2.5 % by weight plant sterol ester and 0.1-5.5 % by weight, preferably 0.5-4.5 % by weight carbohydrate sweetening agent.

18. A soy based coffee or cocoa drink comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight, more preferably 0.5-2.5 % by weight plant sterol

ester and 0.00005-0.05 % by weight, preferably 0.0003-0.04 % by weight, more preferably 0.002-0.02 % by weight non-carbohydrate sweetening agent.

19. A whey based drink comprising 0.2-7.0 % by weight, preferably 0.2-5.0 % by weight, more preferably 0.5-3.0 % by weight plant sterol ester and 0.5-7.0 %

5 by weight, preferably 1.0-6.0 % by weight carbohydrate sweetening agent.

20. A berry based drink comprising 0.2-5.0 % by weight, preferably 0.3-4.0 % by weight plant sterol ester and 0.5-19 % by weight, preferably 1.0-10 % by weight carbohydrate sweetening agent.

21. A fruit juice based drink comprising 0.2-5.0 % by weight, preferably 0.3-

10 4.0 % by weight plant sterol ester and 0.1-7.5 % by weight, preferably 0.3-7.5 % by weight more, preferably 0.3-5.0 % by weight, and most preferably 0.3-4.0 % by weight sucrose.

22. A fruit juice based drink comprising at least 50 % by weight, preferably at least 75 % by weight, more preferably 100 % by weight citrus fruit juice calculated on the amount of total fruit juice in the product, 0.2-5.0 % by weight, preferably 0.3-4.0 % by weight plant sterol ester and 0.2-7.5 % by weight, preferably 0.3-5.0 % by weight, more preferably 0.5-4.0 % by weight carbohydrate sweetening agent.

23. A fruit juice based drink comprising 0.2-5.0 % by weight, preferably 0.3-

20 4.0 % by weight plant sterol ester and 0.00005-0.05 % by weight, preferably 0.00005- 0.03 % by weight, more preferably 0.0001-0.02 % by weight non-carbohydrate sweetening agent.

24. A fermented milk product, such as yoghurt or yoghurt drink, comprising 0.2-8.0 % by weight, preferably 0.3-6.0 % by weight plant sterol ester and 0.5-

25 6.0 % by weight, preferably 0.5-5.0 % by weight, most preferably 0.5-4.0 % by weight carbohydrate sweetening agent.

25. A fermented milk product, such as yoghurt or yoghurt drink, comprising 0.2-8.0 % by weight, preferably 0.3-6.0 % by weight plant sterol ester and 0.00005-0.08 % by weight, preferably 0.0003-0.05 % by weight, more preferably

30 0.002-0.02 % by weight non-carbohydrate sweetening agent.

26. A cereal-based yoghurt-like product comprising 0.2-12 % by weight, preferably 0.5-7.0 % by weight plant sterol ester and 0.5-9.5 % by weight, preferably 1.0-8.0 % by weight carbohydrate sweetening agent.

27. A soy based yoghurt-like product comprising 0.2-12 % by weight, preferably 0.5-7.0 % by weight plant sterol ester and 0.5-9.0 % by weight, preferably 1.0-8.0 % by weight carbohydrate sweetening agent.
- 5 28. A soy based yoghurt-like product comprising 0.2-12 % by weight, preferably 0.5-7.0 % by weight plant sterol ester and 0.00005-0.08 % by weight, preferably 0.0003-0.05 % by weight, more preferably 0.002-0.02 % by weight non-carbohydrate sweetening agent.
- 10 29. An ice cream-like product comprising 0.2-18 % by weight, preferably 0.5-12 % by weight plant sterol ester and 0.5-7.0 % by weight, preferably 0.5-6.0 % by weight, more preferably 0.8-5.0 % by weight carbohydrate sweetening agent.
30. Liquid meal replacement product comprising 0.2-10 % by weight, preferably 0.5-5.0 % by weight plant sterol ester and 0.5-6.5 % by weight, preferably 0.5-6.0 % by weight, more preferably 0.8-5.0 % by weight carbohydrate sweetening agent.
- 15 31. A tea based drink comprising 0.2-5.0 % by weight, preferably 0.3-4.0 % by weight plant sterol ester and 0.5-17 % by weight, preferably 1.3-12 % by weight, most preferably 2.0-8.0 % by weight carbohydrate sweetening agent.
- 20 32. A method for masking a bitter, sour and/or astringent taste of an edible product comprising incorporating into the edible product having a bitter, sour and/or astringent taste a sweetening agent in an amount less than the one present in a regular product, and plant sterol ester in an amount from 0.2 to 25 % by weight.
- 25 33. A method for preparing an edible product with low carbohydrate content comprising adding to the edible product plant sterol ester in an amount from 0.2 to 25 % by weight and a carbohydrate sweetening agent in an amount less than the one present in a regular product.
34. Use of a plant sterol ester in an edible product in an amount from 0.2 to 25 % by weight for replacing part of a sweetening agent used in the edible product for masking a bitter, sour and/or astringent taste of the product.